

Social Pressures and their Effects on Hookup Culture on Campus

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Introduction

Qualitative review of Michigan State University student perceptions of social pressures on campus and their effects on sexual activity. Based on data collected through anonymous free response and multiple-choice survey questions. Contributing to Dr. Prior's Campus Sexual Culture Lab. IRB approved. Ongoing research.

Demographics

Sexual Orientation

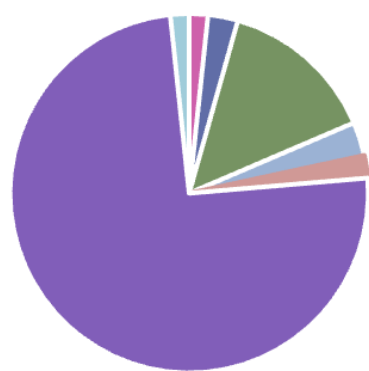


Figure 1: A pie chart depicting the sexual orientation of the participants

Gender Orientation

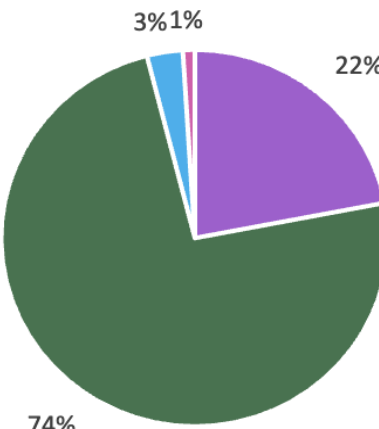


Figure 2: A pie chart depicting the gender orientation of participants

Methods

Students of MSU were anonymously asked to fill out a Qualtrics survey with free-responses and multiple-choice questions. A total of 338 responses were collected. Specifically looked at data that mentioned hookup culture, campus culture and safety, and dating apps/social media. We looked at the current data that was collected as well as previous years (in the form of anonymous journal responses). Using this, we defined these factors as social pressures.

Social: Drinking, Parties, Greek Life, and Dating Apps

19% of our respondents are affiliated with Greek Life on campus.

Responses show that expectations and application of consent is changed when social pressures such as drinking and dating apps are involved. This altered definition of consent gives students a bad perception of campus safety. Respondents mentioned feeling pressured to take part in unwanted hookups due to social scripts involved with these social pressures.

Which of the following social pressures influence expectations of consent?

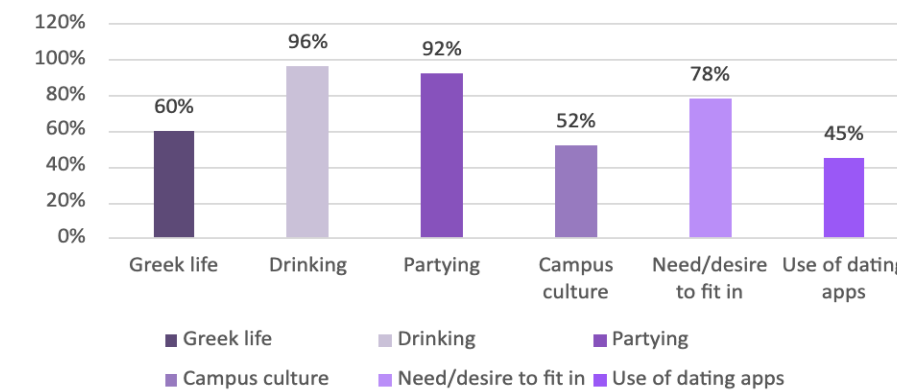


Figure 3: A bar graph showing what social pressures impact expectations of consent on campus

Campus Safety

Figure 4: A bar graph showing participants response to if hookup culture has influenced the meaning of consent

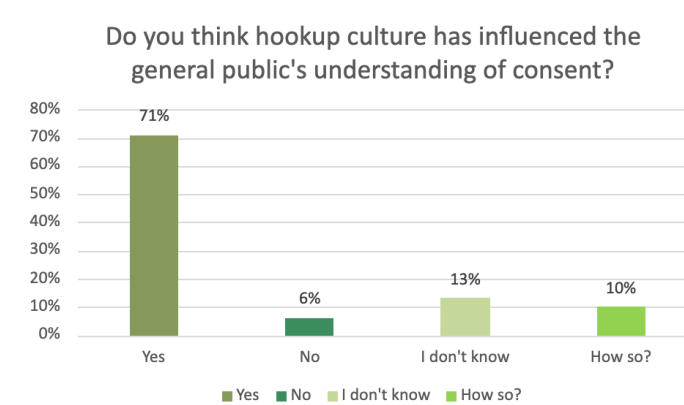
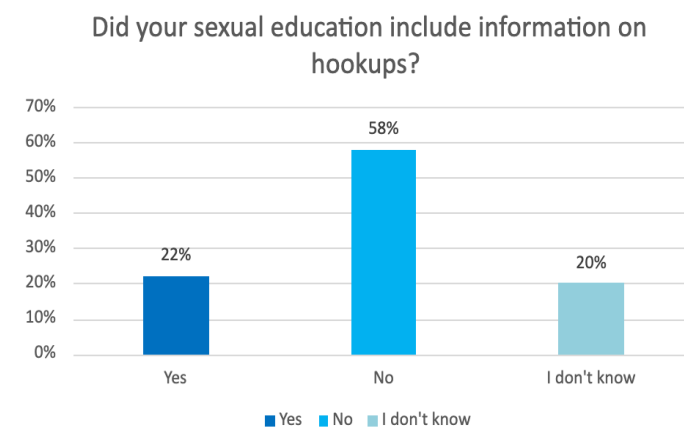


Figure 5: A bar graph showing if participant's individualized sexual education included information about hookups



Campus Culture

Figure 6: A bar graph of recorded responses about presence of hookup culture on campus

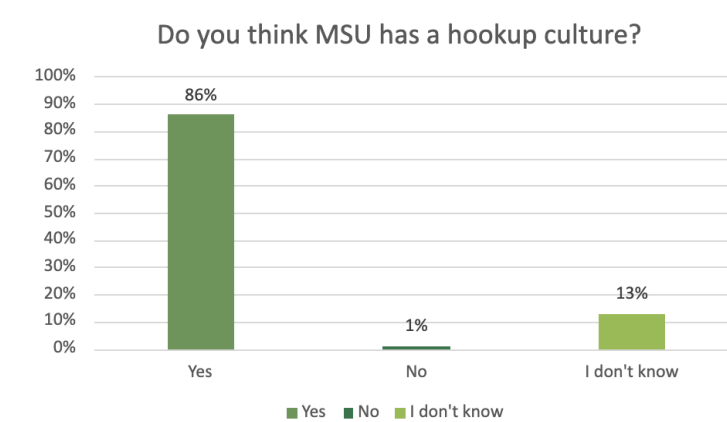
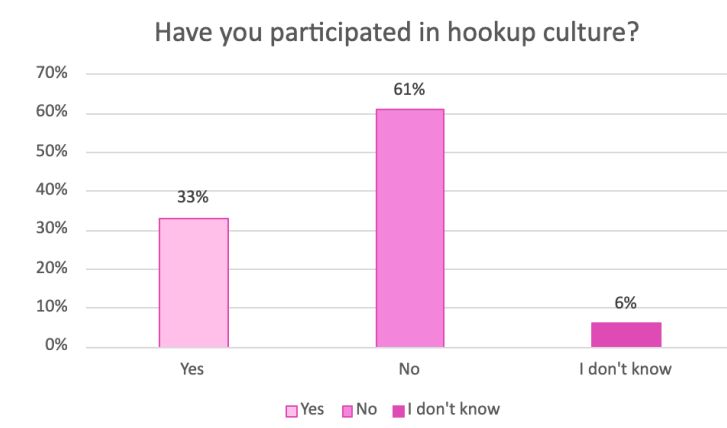


Figure 7: A bar graph of recorded individual responses of taking part in hookup culture



While analyzing the past years journal entries, we noticed trending words about campus safety regarding hookup culture and the pressures involved. Majority of students believe there is a hookup culture but have not received education about it or how to take part in it safely.

Background

Existing literature shows how college students experience hookup culture on campus. Our focus is on social pressures and safety.

Results

This is an analysis of the data we currently have. Our results show that most people agree that MSU has a hookup culture. We have found a correlation between feelings of campus safety and general understanding of consent are negatively impacted by hookup culture and the social pressures surrounding it.

Conclusion

This is an ongoing research study. We hope this data can be applied to develop a safer campus environment and educate people on social pressures surrounding hookup culture. With further research, a more concrete correlation between hookup culture, definitions of consent, and safety can be established.

Contribution

The data analysis revealed that hookup culture correlates with overall campus safety, or lack thereof. Our aim is to spread awareness and education about the pressures involved in the culture, as well as how it relates to consent and safety. We also aim to contribute to the overall literature about college hookup culture.

Literature Review

Students participate in hookup culture and unwanted consensual sex for multiple reasons, including peer pressure and party culture (Barnhart, et al., 2025). There is literature discussing hookup culture and sexual violence through the lens of fraternity and sorority members, as well as the environment that encourages sexual activity (Leizinger, et al., 2024). Within college parties, where alcohol, sexual dancing, and party themes are seen as sexual consent given in advance (Rocha, J, 2022).

References:

